

PFA Meeting Minutes

1/14/09

Attendees:

Crystal Smith	Kandy Luzzi	Robin Templin	Sharon Daniels
Tricia Johsz	Deb Hazlin	CeCe Abaoag	Michele Briggs
Kellie Smith	Laura Canzone	Kerry Zolg	Julia Hughes
Larry Hardenburgh	Rumelia Cortez	Valerie Mooney	Lisa O'Loughlin
Marina Velardi	Nanci Castillo	LaCavera	Maria Toner
Sharon Hahn	John Markwith	Janet Cummins	Cheryl Woolcock
Debbie Andrews	Jane Jubak	Michele McKay	Karen Castelblanco
Kristi Reynolds	Steve Castelblanco	Bart Mooney	

Meeting commenced at 6:35 PM

Opening Prayer

PFA Meeting Minutes from October was approved

Principal's Report:

Mrs. Smith reported on the following items:

January 23, end of the 2nd Quarter

January 26, Catholic Schools Week. The kids will be very excited to spin the wheel and participate in the various activities.

Treasurer's Report:

Larry passed out a current income statement. The following items were discussed:

Auction-not all of the expenses have been turned in so we are still waiting on final numbers. There are still several seats available for the magic show. Anyone that is interested can purchase the tickets at full price, even if it is not at the same table as their teacher. We have an estimated amount of about \$114,000 profit. Tricia thanked everyone for their help.

On-Line Auction-There was some confusion on the website. We made about \$4600. Our expenses were less than \$800.00. Tricia was very pleased with the results.

Trunk-or-Treat: The expenses have not all been turned in for the event so we do not have a final number. Expenses need to be turned in by Friday.

Kerry Zolg asked a question about the use of the curriculum lab and if we are still able to utilize it. Sharon Daniels reported that we are on a freeze because of the state budget cuts. Kerry asked if we would be interested in what Ocean View lab has to offer because a lot of people use that one. She could look into the costs for us. Crystal responded that the state funds some of the costs associated with the lab and the PFA picks up the rest. Because there is no state funding through at least December, we have asked all teachers not to use the lab. Our school was recently notified of this development and we will be

getting a bill for the usage of the lab for everything we have used back to the beginning of September. Before we can determine if we will be able to continue to use the lab, we need to obtain a price list of costs.

Committee Reports:

Auction: Tricia reported that she was thrilled that we broke \$100,000 given the economy today. Everything went fantastic. We have not signed a contract for next year. The Board is looking over the surveys that were completed last year. The information was compiled and we will take all of the suggestions seriously. The basic feel is that parents want to change things up, maybe try a different venue. We will be looking at everything and exploring different options. The school's website has an area to contact the PFA Board and we would love to hear from you.

Trunk-or-Treat: Sharon Hahn reported that overall everything went well. There were a few problems with the flow of the event but we have had that problem for years. It is difficult to accommodate over 900 kids, plus parents in that small of an area without waiting a little bit. We started to run out of candy towards the end and we had to purchase more. We also used the reserve candy purchased by the PFA for back-up. The total cost of the candy is approximately \$450. This was mainly due to the fact that the event is designed for the children to go through the event one time. It was reported that the children and parents did not leave the area, but continued to keep going through many times. The traffic controllers were very frustrated because it is their job to make sure that people enter and exit the event and people would not listen to them. There was also an issue that someone redirected the flow of traffic going in both directions that created congestion in the middle and caused a traffic jam. We also had a couple of trunks that had an activity that we had to stop because it was holding up the traffic flow. If anyone has any suggestions that could help make this event more successful, we are open to the comments.

Technology: Mrs. Deakers was not present.

Welcome Families: Not present

Fish Fry: Joyce was not present. There is a plan in place for the room parents to help with this event. They create a flyer, get it approved and then distribute it when it is their classroom's turn. They will be asking for help from each grade. Kellie asked for comments/questions. Someone asked if it would be possible to serve pizza for the kids instead of quesadillas. Pizza has been served in the past and we will look into that. John brought up an idea to sell pre-sell tickets for the fish fry. Someone came up with the idea of Cod-Cash. We can make one line the "express lane" for people who purchased pre-sale tickets and one regular line. Someone also suggested selling a book of Cod-Cash for the entire period and offer a free dessert. Tricia will take this back to the committee.

Gift Wrap: Items can still be purchased on-line and our school will get credit. Nadine brought up that the shipping was more than the items purchased. There was a discussion about replacing our current vendor.

Spring Event: Kellie met with Fr. Michael to discuss the event. The Board has met and wanted to change the theme. Because of Lent we have to keep it a St. Patrick's Day event, but we will have a Monte Carlo theme. A discussion ensued about changing the event to a different time etc. but there are too many other events that it will be in conflict

with. John Markwith also noted that Fr. Michael had specifically requested this event be reinstated from the last board. Crystal stated we will keep it a St. Patrick's Day Dinner and serve the traditional food that goes with it. We can have any decorations we want. The event will remain on March 14th.

School Supplies: Two people have volunteered to take over the School Supply Sale. They are currently being trained by Diane Miali.

E-Scrip: If you shop at Albertsons you have to sign-up again and choose our school for the cash back award.

New Business:

John Markwith thanked Karen Castelblanco for dressing up in the dolphin costume to promote the PFA Meeting.

Bridging the Gap: Mrs. Smith said that we are starting the budget process for next year. We are being very mindful of the economy and having serious discussions about the cost of tuition. It is our goal not to have an increase next year but there are many things that have to happen before we can do that. There will be salary freezes next year and all teachers are on board with that. We can control some things but the one thing we can't control is the cost of healthcare, utilities, property insurance, etc. We can control the number of books we buy, consumables, what we spend on technology etc. There are things that we have to keep in mind that we can't plan for like maintenance costs and upkeep. We are blessed in many ways but we need to look at the tuition vs. the bottom line. We need to take a bare bones approach. We need to look at the money that the PFA brings in for our fieldtrips and the fun stuff; trips to Catalina, Missions, and Pali Mountain etc. If we can't close the gap between the rising costs then these extra things will disappear. We will have to fundraise to pay our bills. The cost of education keeps increasing. So far this year fundraising is down (Gift Wrap, the Auction) and there is no high hopes for magazine sales. People are not buying as much anymore. We need to come up with new fundraisers. We do not want to lose families because they will be priced out. We must put class size reduction on hold. We made great strides, but we can not continue to reduce our class size/income and cover our costs.

John discussed fundraising and that the \$500 fee just does not get the job done. As a community that number is our target and we need to find a way to change focus; a value proposition. We need to create opportunities to change focus. Maybe hold a town hall meeting to tell the story of the drop-off, and doing the minimum will not cut it anymore. We have been getting by in tough times, we need to bond and come together as a school community.

We are looking at existing fundraising and other opportunities.

General Auction-There was a discussion about what we can do to increase revenue at the auction. Many ideas were discussed.

Servite High School held a Walk the Pavement event and got money from all over to pay for activities. Procurement needs to go to local businesses for donations and not just rely on the auction company to provide us with donations.

There should be an Auction Chair and then sub-committees under each of the areas. Can we change the food and reduce the price of the event? Appetizers were looked at and it was not cheaper. Even entertainment was looked at and it was not cheaper. We will look at different venues. The survey has shown that people want lower ticket prices; can we do it somewhere else besides a hotel for a lower price?

There was a discussion about spending money on the on-line auction. You could also have your family and friends bid on items. Crystal mentioned that families were sharing the costs of items to make their minimums and they were sharing items that can not be shared. Some things need to be looked at.

The objective of fundraising is bringing money into the school. People are too busy and want to contribute in different ways. Maybe we should mandate that a certain number of tickets be purchased for an event or everyone is required to buy so much scrip. Crystal said that she does not like mandating where people should spend their money. A discussion on scrip and how to increase the use of this program began. Cheryl Woolcock mentioned that when her child went to SSJ she purchased scrip and that covered her costs. She made sure that she purchased scrip for the items that she already used everyday. Everyone thought that was a great story and that we should share stories like that with the school community. In Oct/Nov Kristi and Karen made an effort to promote scrip. They put up balloons and spoke to several people but not very many people showed an interest in it. They want it real-time. The bottom line is we need to get more people involved in our fundraising efforts. We need their buy-in, a commitment. We need to change the attitude that I only need to do my \$500.

Car Wash: Steve Castelblanco presented a loyalty program for a car wash business. You can purchase a card with a \$14.99 start-up fee and then \$30 a month for unlimited car washes. There are many locations to choose from. They will give the school the initial \$14.99 fee per card sold to the school. If everyone sold two cards the school would make up to \$15,000 the first month. Then they would give us more based on the volume of the cards sold/continued for the first couple of months. This program has the potential to make the school \$15,000-25,000+. In general people seemed interested in the idea and liked the unlimited car wash concept. Steve was thanked for his time.

Kristi mentioned that they buy live Christmas wreaths for their clients every year. Maybe we can do a program that will help us fundraise and target businesses that already spend money on certain items.

Crystal mentioned that we need to look at the big picture. She only wants to do four fundraisers a year; she does not like to nickel and dime parents.

See's Candy spring fundraising was presented by Sharon Hahn. There are two different programs and we are looking into which one would be the best one to do. There seemed to be interest in the program. We already buy candy for the kids, family and friends. It would be nice to make some money from it.

Scrip for Vicki Marsha Uniform Co.-They will give us 6% cash back. We buy it up front and use it when they come in June or at their store.

There was a motion to adjourn the meeting. The motion was seconded.

The meeting was adjourned at 8:07 PM